

Message Text

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PAGE 01 TORONT 02153 191724Z
ACTION EUR-12

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AMEMBASSY OTTAWA

UNCLAS TORONTO 2153

E.O. 11652: N/A
TAGS: EIND, EINV, ETRD, CA
SUBJ: AUTOMOTIVE TECHNICENTERS

REF: OTTAWA 06549; 76 TORONTO A-41

1. ONTARIO RESEARCH FOUNDATION (ORF) HAS NOT YET BEEN ABLE TO SELL AUTOMOTIVE TECHNICENTER CONCEPT TO ANY OF THE TARGET PARTIES, BUT SALES EFFORT CONTINUES. FEDERAL DEPARTMENT OF INDUSTRY, ACCORDING TO ORF, IS NONCOMMITAL AT THIS STAGE, BUT ORF IS STILL HOPEFUL THAT FINANCIAL SUPPORT WILL BE FORTHCOMING FROM FEDERAL LEVEL.

2. ONTARIO MINISTRY OF INDUSTRY FINDS THE CONCEPT INTERESTING BUT HAS NO PLANS FOR FINANCIAL ASSISTANCE (OTHER THAN ITS ANNUAL MATCHING GRANT TO ORF - SEE REFAIR). ACCOCDING TO ORF, FINANCIAL SUPPORT FROM MINISTRY OF INDUSTRY HAS NOT BEEN SOUGHT, BUT AN APPROACH MAY EVENTUALLY BE MADE TO PROVINCIAL MINISTRY OF COLLEGES AND UNIVERSITIES FOR ASSISTANCE IN CONNECTION WITH EDUCATIONAL ASPECTS OF PROPOSED TECHNICENTER CORPORATION.

3. ACCEPTANCE OF THE CONCEPT HAS NOT BEEN OBTAINED FROM AUTO PARTS MANUFACTURING INDUSTRY ITSELF. BRANCH OPERATIONS OF U.S. MANUFACTURERS, WHO DOMINATE INDUSTRY, DO NOT FEEL THEY NEED IT, THAT THEY HAVE SUFFICIENT TECHNOLMGICAL INPUT FROM
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U.S. HEADQUARTERS. SMALLER, CANADIAN-OWNED FIRMS, WHICH HAVE PROBLEMS BOTH WITH REGARD TO PRODUCTIVITY AND ACCESS TO TECHNOLOGY, DO NOT RECOGNIZE THEIR NEED FOR ASSISTANCE, ACCORDING TO ORF.

4. ORF'S SALES STRATEGY AT THIS POINT IS TO ATTEMPT TO LET AUTOMOTIVE PARTS MANUFACTURERS ASSOCIATION (APMA) TO

ESTABLISH SPECIAL COMMITTEE TO LOOK INTO SITUATION AND EVENTUALLY,
ORF HOPES, CONVINCE APMA TO ENDORSE CONCEPT. WITH APMA ENDORSEMENT,F
ORF THEN HOPES TO CONVINCE FEDERAL GOVERNMENT THAT DEMAND FOR
TECHNICENTER EXISTS WITH EXPECTATION THAT FUNDING WILL FOLLOW.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Copy: SINGLE
Sent Date: 18-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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